

Message Text

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ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 AGRE-00 STR-07 SP-02 CIAE-00

COME-00 INR-10 LAB-04 NSAE-00 PA-02 SIL-01 ICA-20

L-03 /070 W

-----107477 121500Z /41

R 121425Z JUL 78

FM AMEMBASSY BERLIN

TO SECSTATE WASHDC 7753

UNCLAS SECTION 01 OF 02 BERLIN 04560

PASS AGRICULTURE ELECTRONICALLY FOR HARRISON, FMD/FAS
AND EULER, AGATTS/FAS

E.O. 11652: N/A

TAGS: EAGR, GE

SUBJ: RECOMMENDATION FOR FAS MARKET DEVELOPMENT EFFORT AT
AGRA FAIR

REF: (A) BERLIN 4476, (B) 3/12-15 LEIPZIG TRIP REPORT
FOR FAS

1. SUMMARY: RECOMMEND THAT FAS/COOPERATORS PREPARE
OUTLINES OF PROPOSAL FOR APPROXIMATE 3-DAY SEMINAR
AND/OR LECTURE ON ANIMAL FEEDING AT 1979 AGRA FAIR.
PROPOSAL WOULD BE MADE TO AGMIN. ACCEPTANCE OF SUCH
U.S. PARTICIPATION IN LARGE DOMESTIC EVENT WHICH
ALSO HAS LIMITED COMECON PARTICIPATION WOULD BE PRECEDENT
SETTING. AGRA IS IDEAL LOCATION, AND WE BELIEVE THAT
CONCRETE PROPOSAL WILL IMPROVE CHANCES OF ACCEPTANCE.
HOWEVER, REJECTION WOULD BE NO SURPRISE, AND WE WOULD
BE PREPARED TO IMMEDIATELY PROPOSE SEMINAR AND/OR
LECTURE AT DIFFERENT TIME AND PLACE (PERHAPS BERLIN).
END SUMMARY.

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2. VISIT TO AGRA FAIR ON JUNE 28-29 BY AMBASSADOR AND
AGATT WAS DESCRIBED IN REF. A. BELIEVE THIS FAIR IS
MADE TO ORDER FOR TYPE OF SEMINAR AND/OR LECTURE WHICH
HAS BEEN PRESENTED ELSEWHERE BY COOPERATOR GROUPS,
INCLUDING AMERICAN SOYBEAN ASSOCIATION AND U.S. FEED
GRAINS COUNCIL. FOCUS OF 4-WEEK LONG AGRA FAIR IS ON
IMPARTING AGRICULTURAL KNOWLEDGE TO COLLECTIVE FARM

(LPG) MANAGERS AND WORKERS ALIKE. THE FAIR IS VERY IMPRESSIVE IN REGARD TO ITS ORGANIZATION AND THE PROFESSIONAL CALIBRE OF EXHIBITS CONTAINED IN 32 PAVILIONS AND OPEN AREAS. WE BELIEVE THAT APPROPRIATE LECTURE OR CONFERENCE AREAS WILL BE AVAILABLE SHOULD THE GDR AGREE TO U.S. PARTICIPATION IN NEXT FAIR.

3. WHILE WE HAVE IN THE PAST CONSIDERED AND CONTINUE TO CONSIDER USDA PARTICIPATION AT THE SEMIANNUAL LEIPZIG FAIR AS A POSSIBLE MEANS OF PROMOTING U.S. AGRICULTURAL SALES OBJECTIVES IN THE GDR, WE BELIEVE THAT THE AGRA WOULD PROVIDE A SUPERIOR FORUM FOR THE LIVESTOCK FEEDING MESSAGE WE HAVE IN MIND IF U.S. PARTICIPATION CAN BE ARRANGED.

4. WE SUGGEST THAT A COORDINATED PLAN BE DEVELOPED FOR PARTICIPATION AT AGRA FOR PRESENTATION TO AGMIN. IT WAS MADE ABSOLUTELY CLEAR TO US AT AGRA FAIR THAT ANY DECISION CONCERNING SUCH PARTICIPATION WOULD HAVE TO RECEIVE APPROVAL OF AGMIN (AND UNDOUBTEDLY OF MINISTRY OF FOREIGN AFFAIRS OFFICIALS AND OTHERS AS WELL).

5. WHEN FAS AGRICULTURAL PLANNING AND MARKET DEVELOPMENT TEAM WAS HERE IN MAY, IT WAS CONSENSUS OF TEAM THAT LIVESTOCK FEEDING MARKET DEVELOPMENT EFFORT IN GDR SHOULD FOCUS ON FEEDING OF DAIRY AND BEEF CATTLE.

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WE BELIEVE THIS IS THE PROPER DECISION. SWINE FEEDING APPEARS TO BE QUITE ADVANCED IN THE GDR, AND WE FRANKLY QUESTION WHETHER A U.S. TEAM WOULD HAVE SUFFICIENT NEW TECHNOLOGY TO MAKE IMPORTANT IMPACT. POULTRY FEEDING, ON THE OTHER HAND, APPEARS NOT REPEAT NOT TO BE VERY WELL DEVELOPED AT ALL, AS JUDGED FROM WHAT WE HAVE HEARD AND BY QUALITY OF POULTRY AVAILABLE IN GDR STORES. HOWEVER, GDR OFFICIALS HAVE CONVINCED THEMSELVES THAT DEMAND FOR POULTRY IS NOT SUFFICIENTLY HIGH TO WARRANT DEVELOPMENT OF THIS SECTOR, AND WE BELIEVE WE SHOULD ONLY ATTEMPT TO WORK IN THIS AREA AFTER MORE THOROUGH STUDY (OUR IMPRESSION IS THAT REASON FOR LACK OF DEMAND IS BASED ON POOR QUALITY OF POULTRY AVAILABLE AND ON LACK OF KNOWLEDGE OF HOW TO PROPERLY PREPARE POULTRY). CERTAINLY THIS IS AN AREA WHICH COULD BE DEVELOPED IN FUTURE, PARTICULARLY IN VIEW OF WEST GERMAN EXPERIENCE, BUT WE BELIEVE IT WOULD BE PREMATURE TO DO SO AT THIS POINT.

6. FOR AGRA PROJECT, WE SUGGEST THAT FAS COORDINATE GENERAL PLANNING FOR A SEMINAR INVOLVING 30 TO 100 COLLECTIVE FARM MANAGERS, UNIVERSITY PROFESSORS AND

GOVERNMENT OFFICIALS TO TAKE PLACE FOR A 2-3 DAY PERIOD
DURING THE NEXT AGRA FAIR WHICH WILL RUN 4 WEEKS
BEGINNING JUNE 9 OR 10, 1979. WE SUGGEST THAT THIS
PRESENTATION BE A COMBINED FAS, ASA, USFGC, AND PERHAPS
NRA PRESENTATION. PARTICIPATION OF RECOGNIZED U.S.
EXPERTS SUCH AS J. P. AUGHTRY WOULD LEND APPEAL TO
PROJECT. FOCUS WOULD BE UPON EFFICIENT UTILIZATION
OF CORN AND SOYBEAN MEAL IN MILK AND BEEF PRODUCTION.
AFTER GENERAL GUIDELINES ARE WORKED OUT, WE COULD
PRESENT THEM TO GDR MINISTRY OF AGRICULTURE. DETAILS
WOULD BE ARRANGED ONCE THE GENERAL PROPOSAL WAS

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PASS AGRICULTURE ELECTRONICALLY

ACCEPTED.

7. AS PART OF OVERALL PRESENTATION, WE RECOMMEND THAT APPROPRIATE PHOTOGRAPHS, FILMS AND SLIDE SHOWS BE SELECTED. WE ALSO RECOMMEND THAT SUFFICIENT FUNDS BE AVAILABLE TO ENABLE THE U.S. TO HOST LUNCHEON FOR THOSE PARTICIPATING.

8. SINCE WE DO NOT HAVE OFFICIAL APPROVAL FOR THIS PROJECT FROM GDR, SUGGEST ONLY GENERAL OUTLINES OF PROPOSAL BE FORMULATED AT THIS TIME. WE WOULD NOT BE SURPRISED AT NEGATIVE INITIAL REACTION AND PROPOSAL SHOULD HAVE SUFFICIENT SUBSTANCE AS TO ATTRACT INTEREST AND, HOPEFULLY, TO WIN APPROVAL.

9. FAILING GDR PERMISSION TO PARTICIPATE AT 1979 AGRA, OUR FALL-BACK POSITION WOULD BE TO SEEK TO HOLD A

SIMILAR SELF-CONTAINED PRESENTATION ELSEWHERE, PERHAPS

IN BERLIN, AT ANOTHER TIME IN THE COURSE OF 1979.

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